

EXHIBIT “B”

"WHITE CHOCOLATE" CONSUMER SURVEY

Objective

A marketing survey was conducted in February, 1990 to determine the most common name used by adult candy consumers when shown a variety of confection products, including a generic white confection bar.

Methodology

- o Personal interviews were conducted with 216 adults who eat candy regularly
- o Sample was balanced by gender and geographic region (four dispersed locations--Chicago, Denver, Philadelphia, and Richmond)
- o Samples were presented to consumers in a balanced order
- o After an introductory background statement on how people use different names for the same product, respondents were shown a product and asked what they would call it
- o Procedure was repeated for two or more products--jelly beans, lollipops, and a generic white confection bar

Summary of Results

- o Over 61% of respondents used the term "white chocolate" in describing the white confection bar they were shown (white chocolate, white block chocolate, white chocolate squares, white chocolate bar, white milk chocolate)
- o An additional 10% indicated association of the product to chocolate in their responses (chocolate, Hershey/Hershey Bar, vanilla chocolate, etc.)

Conclusion

Based on these results, it appears that the majority of candy consumers tend to identify white confection as either "white chocolate" specifically or as some variety of chocolate.

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White chocolate/white block chocolate/	58.8
white chocolate squares/white chocolate bar	
White milk chocolate	2.3
White Hershey	0.5
White Alpine	0.9
Hershey/Hershey Bar	2.3
Chocolate/chocolate squares/chocolate bar	4.2
Chocolate w/filling	0.5
Vanilla chocolate	0.5
Bitter chocolate	0.5
Bleached chocolate	0.5
White fudge/vanilla fudge	4.2
Fudge (non-specific)	4.2
White candy/vanilla candy	1.9
White Oak	0.5
Butter candy/butter cream	2.3
Candy bar/candy squares/candy blocks	4.2
Caramel/caramel squares	2.3
White mint	0.9
Mints/cream mints	1.4
Yogurt candy	1.4
Vanilla squares/piece of vanilla	1.4
Other	3.7
Don't know	2.8

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